LEO BURNETT COMPANY, Inc.
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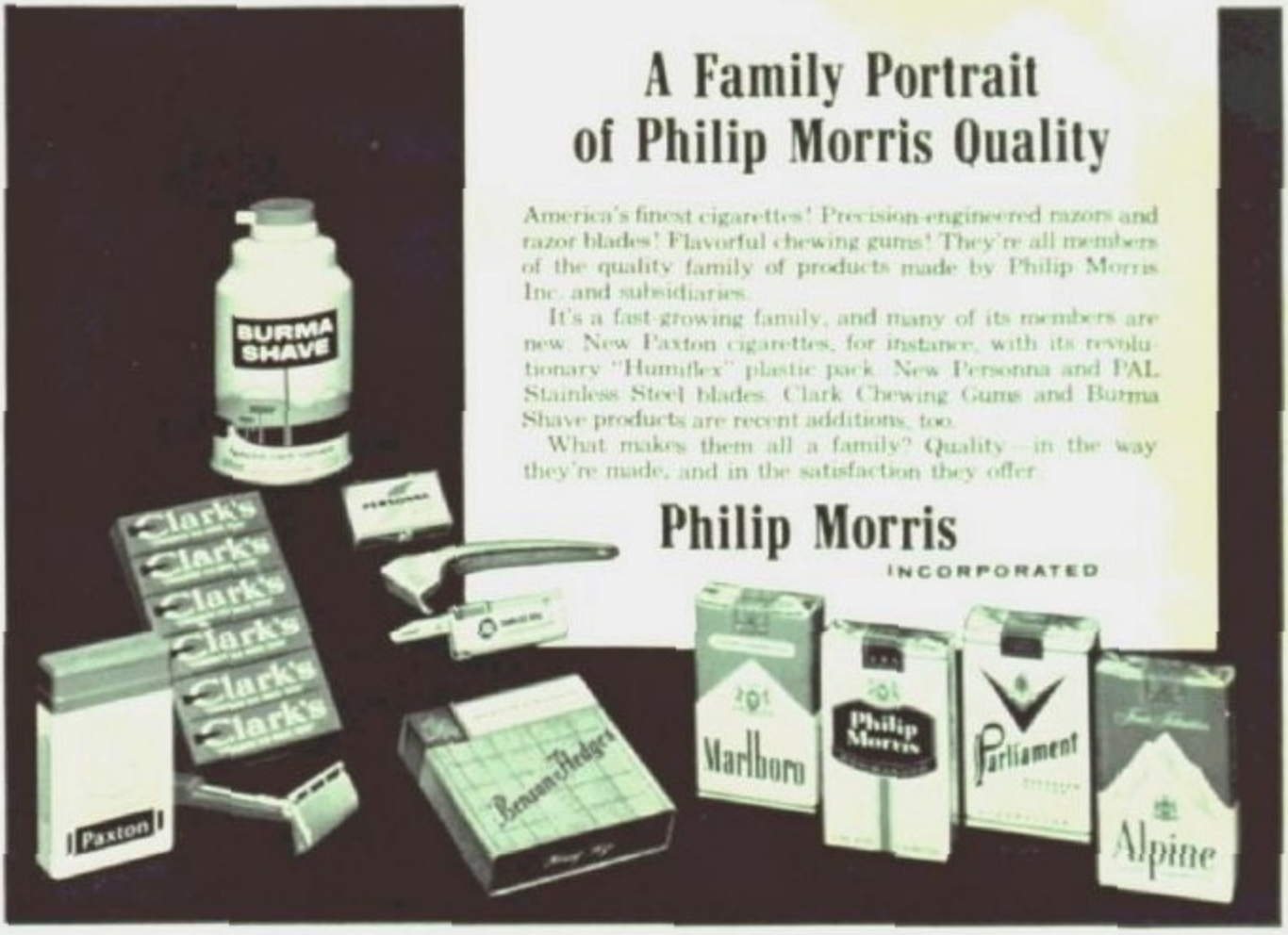

A Family Portrait of Philip Morris Quality

America's finest cigarettes! Precision-engineered razors and razor blades! Flavorful chewing gums! They're all members of the quality family of products made by Philip Morris Inc. and subsidiaries.

It's a fast-growing family, and many of its members are new. New Paxton cigarettes, for instance, with its revolutionary "Humiflex" plastic pack. New Personna and PAL Stainless Steel blades. Clark Chewing Gums and Burma Shave products are recent additions, too.

What makes them all a family? Quality—in the way they're made, and in the satisfaction they offer.

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